

# Business related assignment

[Business](#), [Marketing](#)



Diploma In Business/Executive Business Management unit Number and Title  
Start Date Assignment Due Date Assessor Name Unit 4: Marketing Principles  
Assignment No Assignment Title Assignment Brief 01 understand the  
concept and process of marketing The assignment envisages process of  
marketing and marketing orientation. The Dunking Donuts case scenario will  
help the students to understand and explore further the importance of  
marketing orientation for an organization Assignment Task / Description: 1 .  
Define Marketing. What is marketing process as set out in your text book.  
Explain the various elements of marketing process. ( LOL ; Assessment  
criteria 1. 1 ) 2. Select an organization of your choice, identify the marketing  
orientation it focuses on and evaluate the benefits and costs of the  
marketing orientation for the selected organization ( LOL ; Assessment  
Criteria 1. 2 ) 3. The Dunking’ Donuts Case: ( LOL; Assessment Criteria 1. )  
For more than 50 years, Dunking’ Donuts has offered customers throughout  
the United States, and around the world, a consistent experience – the same  
donuts, the same coffee, the same store ©cord – each time a customer  
drops in. Although the chain now offers iced coffee, breakfast sandwiches,  
smoothies, gourmet cookies, and Dunking’ Adages in addition to the old  
standbys, devoted customers argue that it’s the coffee that sets Dunking’  
Donuts apart.

To keep customers coming back, the chain still relies on the recipe that  
founder Bill Rosenberg crafted more than 50 years ago. The company is so  
concerned about offering a consistent, high-quality cup of coffee that  
managers In Dunking’ Donuts “ Tree-to-cup” program monitor the progress  
of Its fee beans from the farm to the restaurant. The result? Dunking Donuts

<https://assignbuster.com/business-related-assignment/>

sells more cups of coffee than any other retailer In the united States – 30 cups a second, nearly one billion cups each year.

Building on that success, the company plans to more than triple Its current number of stores, amassing 1 5, 000 franchises by the year 2015. 1 OFF

What marketing orientation does Dunking Donuts follow here and why? Give reasons and Justification Learning Outcome’s achieved in the assignment: By completing this assignment successfully, the student will achieve the following earning outcome: Learning Outcome LOL Understand the concept and process of marketing Assessment Criteria 1. 1 explain the various elements of the marketing process 1. Evaluate the benefits and costs of a marketing orientation for a selected organization Grading Criteria PASS The student will be awarded a PASS grade if he/she achieves all assessment criteria MERIT: The student will be awarded a Merit grade if he/she.